

# 2012 Military Health System CONFERENCE



## Air Force Medical Service (AFMS) Strategic Communication Initiative: *“Using Social Media to Improve Service and Health”*

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Commander's Action Group (CAG)  
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# Planning and Research Methods

- Qualitative research using focus groups and interviews at several MTFs provided the baseline for the strategy
  - Used sponsors, early adopters (AF Space Cmd), conducted training
  - Categorized concerns to plan, adjust, track progress, created tools
- Quantitative analysis using Facebook Insights and Website tracking was applied to assess progress
- Research results produced the following:
  - Strategy, Policies, and Playbook ... Marketing and outreach content
  - Social Medical Myths vs. Facts (FAQs) / Social Media Training Prg



## Campaign Plan Materials

- Set of communication plans & messages
- Sample campaign implementation plan
- Resource lists, flyers, posters ... tools
- Social Media Resources

<https://kx.afms.mil/sgcag>



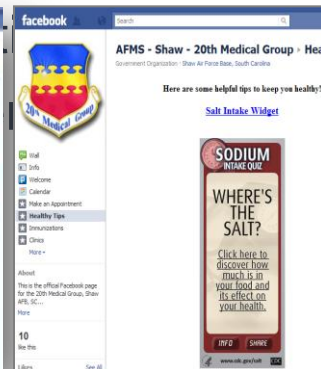
# Jump Start and Results

- Began With Facebook Due To Trends/Popularity/Cost/Ease
  - Facebook Insights, feedback, and page development incentives: Basic, Advanced, Awesome levels of interaction applied
- Provided executive staffs & page admin training to include understanding of possibilities including myths vs. facts
  - Trained 600+ Airmen; 76% (57/75) of AFMS MTFs use Facebook
- Promoted adoption of self-help materials such as campaign plans, content development guides, engagement tactics
- Metrics show the audience is extremely receptive, has a desire to engage in their health, and continues to grow.
  - Grew from 1,909 Fans in mid-June to 4,225 Fans today → a 120% increase; collectively, reaching out to 20,000 fans
  - 557 Facebook posts shared with over 1.5M+ views since the launch of the Page – engaging the audience to improve service and health.



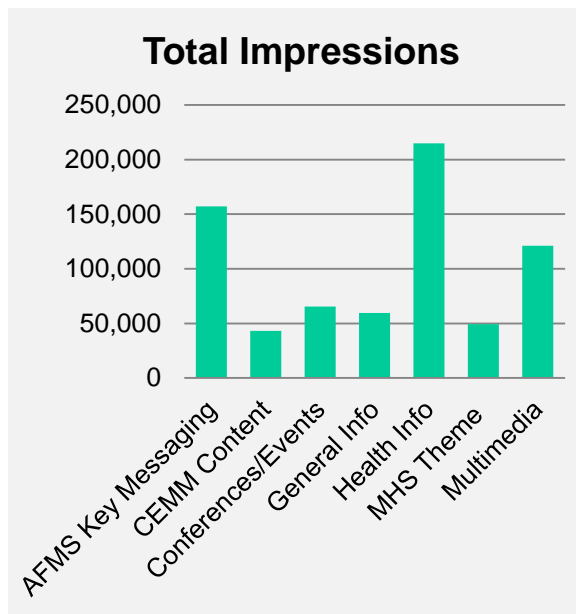
# Results (continued)

- Developed a “toolkit” with 40+ ready to use materials; to generate knowledge: metrics/support/training is ongoing
- Content supports improved health literacy: 38% of posted content focused on information to improve service & health
- Notable MTF-level examples include:
  - Record number of people receive flu shots as a result
  - Ability to communicate during the 2011 earthquake in Japan
  - Diabetes support group ...acquiring feedback on service and safety





# Conclusion: Social Media Can Improve Service, Reach, Impact



- By Nov 2011 the AFMS successfully communicated with diverse and dispersed audiences; developed ability to replicate this initiative with well-organized toolkit
- These innovations will improve satisfaction of patients and staff; improve population health by empowering patients to play an active role in their health care

